

Your Fresh Ideas Showcase

General Display Info:

- **Location:** Hall D Lobby, right near the main entrance of the expo floor.
- **Categories:** All shelves will be in the same area, but some will be uniquely branded to highlight trend-specific sections. In addition to the main showcase, we'll be featuring the following categories: Just 4 Kids, On-the-Go, Floral, and Certified Organic. Space is limited to (1) shelf per exhibiting company per "section." If renting multiple sections, different products/services must be displayed in each.
- **Shelf Assignments:** Shelf spaces are assigned by the order in which applications are received with payment. We do our best to ensure that companies are not directly beside any competitive products or services. Once on-site, staff will direct you to your assigned shelf, which cannot be changed.
- **What's Included:** Each shelf will include an optional sign with your company name and booth number, and a product listing in the directory. Exhibitors who upgrade to an electric shelf will have (1) outlet with continuously running electric. All participants are automatically entered into the [Best Overall Product Promo Contest](#), but you must [notify Show Management](#) if you'd like to be considered for [Best Packaging Promo](#).
- **Requirements:** Your product, product line, or service must have been introduced since the 2016 show.

Standard Shelf Specifications:

35"W x 16"H x 11"D
1 side of visibility

Refrigerated Shelf Specifications:

23" W x 15" H x 20" D
1 side of visibility

Floral Shelf Specifications:

48" W x 21.5" H x 19" D or
24"W x 33 ½"H x 19"D
3 sides of visibility



Set-up, Refresh & Tear-Down Schedule:

- **Set up:** Wednesday, October 18: 8:30 a.m. to 4:30 p.m.
 - The Showcase will be locked except during set-up, refresh, and tear-down times. Be sure to set up your display as early as possible on Thursday to maximize exposure.
- **Refresh Product:** Thursday, Friday and Saturday: 8 a.m. to 10 a.m. If you need to access your shelf outside of these times, a staff member will be able to unlock it upon request. Best Product Promo finalists will be determined by 5PM Friday.
- **Remove/Tear-Down Display:** Saturday: 5 p.m. to 6 p.m.
 - PLEASE NOTE: Any items not removed by 6 p.m. will be discarded. PMA cannot assume responsibility for any stolen or damaged items.

Shipping Information:

- If you need your display supplies delivered before your scheduled target move-in date, email kmcmillan@pma.com to request a special shipping label. GES will then set your product aside, reach out to your onsite contact, and deliver it wherever necessary.

Questions?

- Pre-show: Contact Kyle McMillan at kmcmillan@pma.com or call +1 (302) 607-2130
- On-site: Visit the Show Management Office in room B105.